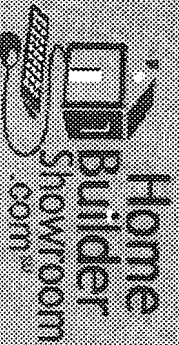


***Patent Application Exhibit for
Builders On Line Assistant,
aka Home Builder Showroom . com***

Concepts Presentation:

- HBS' The Showroom Concept
- HBS' The Old-Way & New Way
- HBS' Demo Pre-view
- HBS' Key Tools & Tool-Concepts
- HBS' Strategy & Solution Partners
 - Technology "edge"
 - Legacy System Integration
 - Virtual "Job-Site"



Web

Showroom Concepts:

Linking Builder, buyer & suppliers;
together for

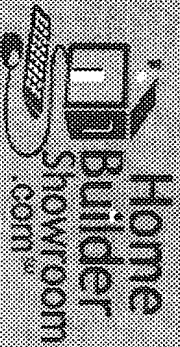
“Standards & Extras On Line”

+

Creating a Builders’ “Vertical Market
at “Point of Selection” for

Demand Side Management

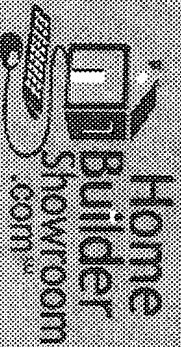
(& Better Sales, Prices & Service)



HBS

built the site solutions for:

- Standard and customized solutions
- nexus for product, data base & e-Business
 - “B-2-C” (Builder to Customer)
 - “B-2-B” (Builder to Supplier, vendor or “Sub-”)
 - “B-2-M” (Builder to Manufacturer)
 - “B-2-MIL” (Builder to Mother-in-law, etc, etc.)
- Net market maker = Virtual Job-site + Buying Group management
- Link to legacy systems

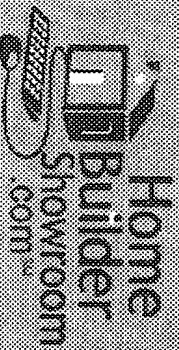


The old way

(without the Home Buyers Showroom)

The old way is difficult in many ways

- Many decisions - not well organized
- Many people - staff, brokers, family & friends
- Many showrooms, catalogs & brochures
- Many vendors, manufacturers & trades
- Many sources of Info: builder, sellers, industry
- Many places to shop: retail, distributor, on-line
- Too little time

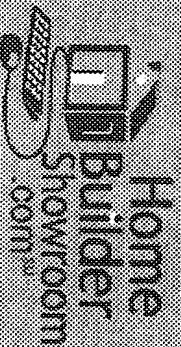
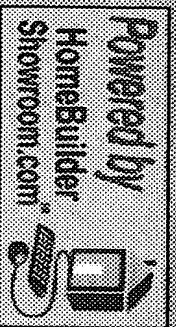


The

new way by the System

The New way made easy by

- Decisions organized and processed
- People “meet” all in 1 place
- 1 “showroom” for all catalogs & Info.
- Builder brand names & custom offerings
- 24 hours / 7 days a week = lots of time
- Key product info for “fit & finish”
- View by room, style, design vs. trade.
- “Shopping cart” - to consider, wish or select



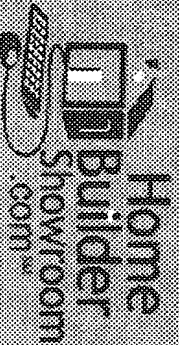
Helps

the Builder / G.C.:

- Improve the customer “experience”
- Offers more choices

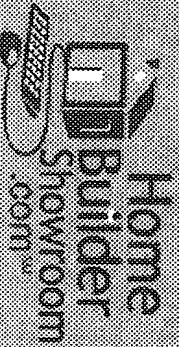
(or the appearance of more choices)

- Better decisions - industry decision “rules”
- Update products and info
- Track product sales & quick alerts & approvals
- Improve “shelf life” – Product & Brand Mgt.
- Sell more extras – Up-selling tools:
 - Show features, groupings and values
 - Show price as a value (ie @ \$1/360 = / Week)



Helps the Builder / G.C. (Continued)

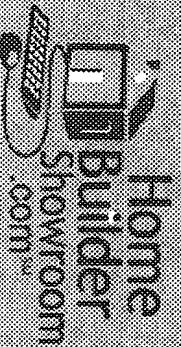
- Supports Lead-time
 - For discussions, meetings & decisions
 - For financing & appraisal
 - For Contractors, Vendors & Manufacturers
- Deadlines are monitored by Project or Unit
- Questions & correspondence log & clip-board
- Faster decisions with “drill down” technology
- Faster decisions with photo-navigation & logic
- Deposit payments by credit-card online



Helps

Manufacturers: (better prices & service)

- Targeted marketing to end-user-buyers
- View end-user-buyer (via the builder)
- “Point of purchase” to builder AND end-user-buyers
- Up-sell more extras & discretionary sales
- Know builders standard (in general)
- Know buyers “shopping cart” and orders
- Supply side *E.S.P.* or Pre-Purchase Order info
- Save on catalogue distribution & up-dates
- End-user “connection” for warrantee & services
- Introduce new products & test market in real time
- Promote sale items in real time
- Disintermediation or not !?! Builder's direct sales ?!?



BOLA

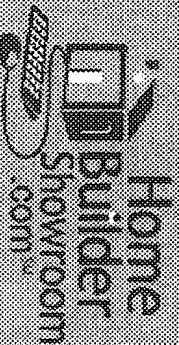
Creates Synergies:

The Builder

“ + ”

HomeBuildersShowroom

- “Homes promote” • “Products promote”
 - Location • Standards & Extras
 - Reputation • Valuable Brands
 - Architectural Design . . . • Style & Interior Design
 - Plan & Lay-out • Space plan & “live in”
- Shows ALL products • Filter - focus products
- Job-Site sales only • Shop at home too
- Regional accounts • National accounts
- Display ads (if any) • P.O.P. ads if wanted
- B-to-Manufacturer focus . . . • B-to-Customer focus
- Product prices • Value added prices
- Content poor & static . . . • Fun & flexible content at
and expensive a fraction of the cost



Sample Images

311US - Selection by Room - Microsoft Internet Explorer

Address: <http://www.commercequest.com/81/selection/selection.html?selected=311US>

Home / Search / New / List / Agents / Messages / Information / Kitchen / Bathroom / Living Room / Dining Room / Bedroom 1 / Bedroom 2 /

Home / Search / New / List / Agents / Messages / Information / Kitchen / Bathroom / Living Room / Dining Room / Bedroom 1 / Bedroom 2 /

Hand/Select New/List/Agents

Messages

Information

Kitchen

- Kitchen #
- Bedroom #
- Bedroom 1 #
- Bedroom 2 #
- Living Room #
- Dining Room #

Your Builder

Bruce Fogelson
Paramount Homes, Inc.
2501 N Lincoln #225
Chicago, IL 11345
Phone: 813 639 6000
Fax: 813 639 6000
Email: bruce@paramount.com

Floorplans: 1 2 3 4

LOT UNIT VIEWS: 12

<- Photo-Log



2000 All Rights Reserved to QLS, Inc.

<- Floor Plans

Address: <http://www.commercequest.com/81/selection/selection.html?selected=311US>

Home / Search / New / List / Agents / Messages / Information / Kitchen / Bathroom / Living Room / Dining Room / Bedroom 1 / Bedroom 2 /

Home / Search / New / List / Agents / Messages / Information / Kitchen / Bathroom / Living Room / Dining Room / Bedroom 1 / Bedroom 2 /

Hand/Select New/List/Agents

Messages

Information

Kitchen

- Kitchen #
- Bedroom #
- Bedroom 1 #
- Bedroom 2 #
- Living Room #
- Dining Room #

Welcome back to your own Home - Homequest

Summary by Milestone

Milestone (due date)

Product	Product	Product	Product
Selected	Finalized	Approved	Products
4	2	2	0
4	2	2	0
4	2	2	0
4	2	2	0

Messages by Room

Room	Unread	Total
Kitchen #	0	4
Bedroom #	1	1
Bedroom 1 #	0	0
Bedroom 2 #	0	2
Living Room #	0	2
Dining Room #	0	2

New Home's Address

Joe and Jane Smith
123 Elm Street #192
Tampa, FL 33625
Phone: 813 639 6000
Fax: 813 639 6000
Email: bruce@paramount.com

Current Contact

Joe and Jane Smith
123 Elm Street #192
Tampa, FL 33625
Phone: 813 639 6000
Fax: 813 639 6000
Email: bruce@paramount.com

<- Key Dates

<- Message Board

<- Address & Contacts

• The beginning of the best buyer's own

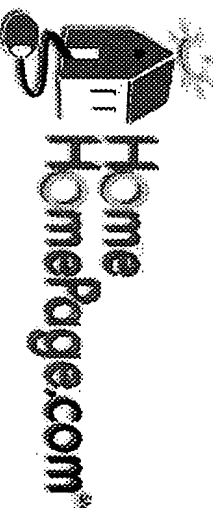
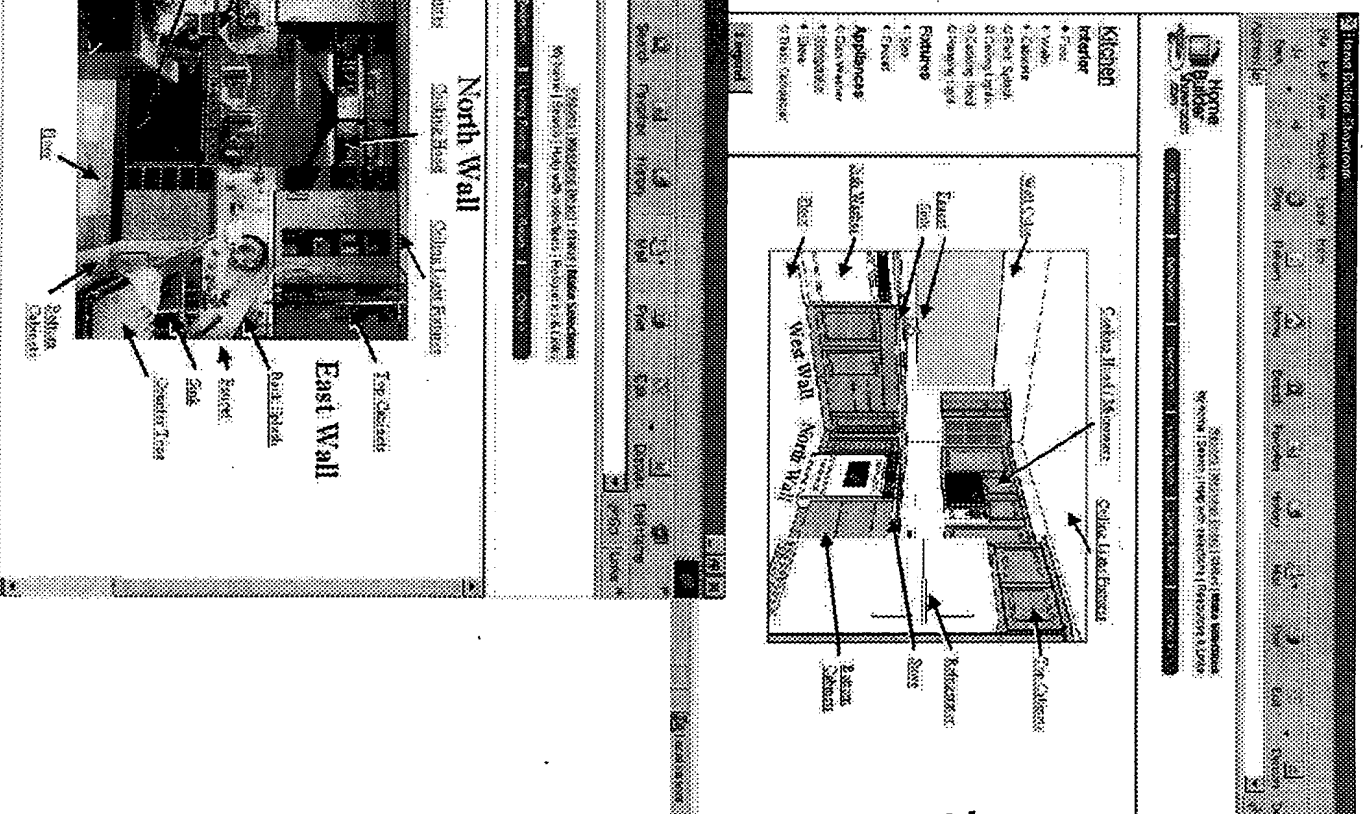
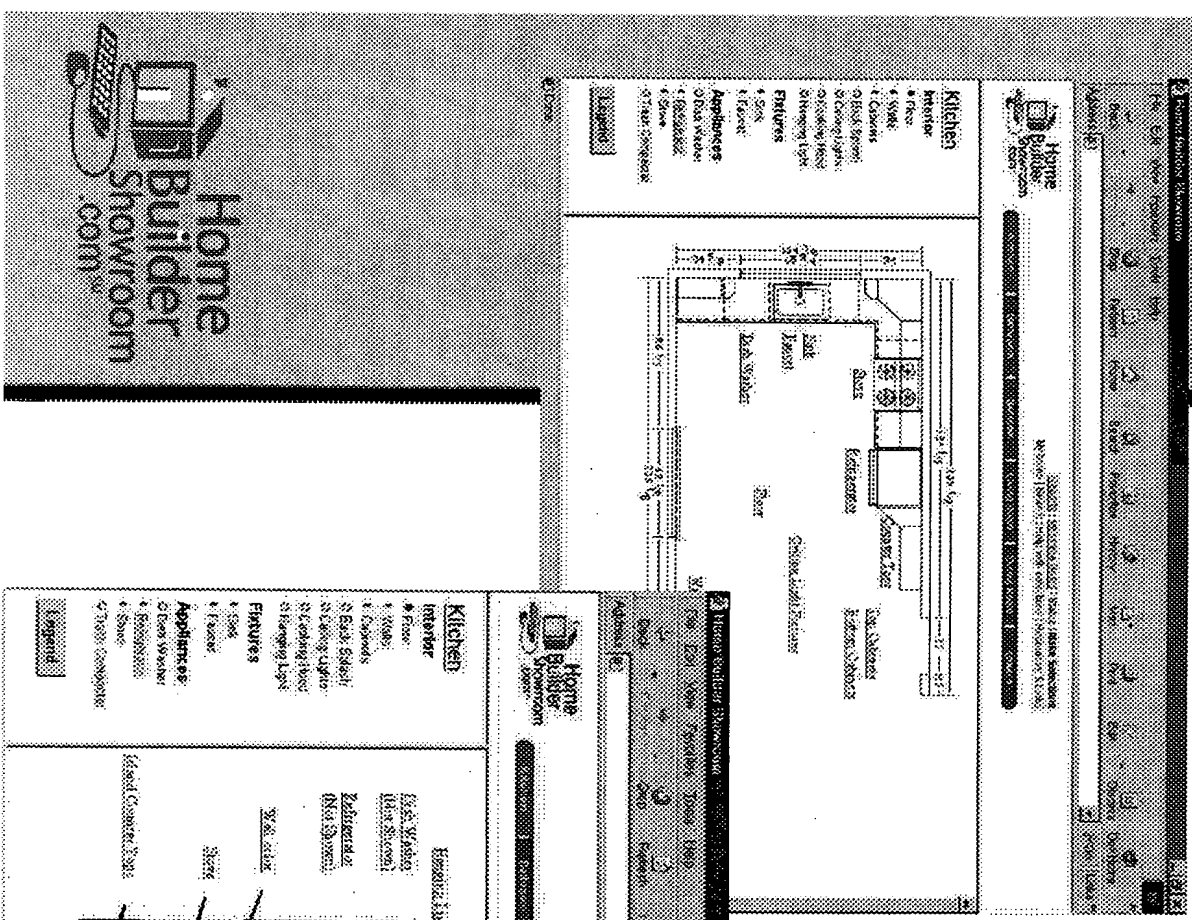


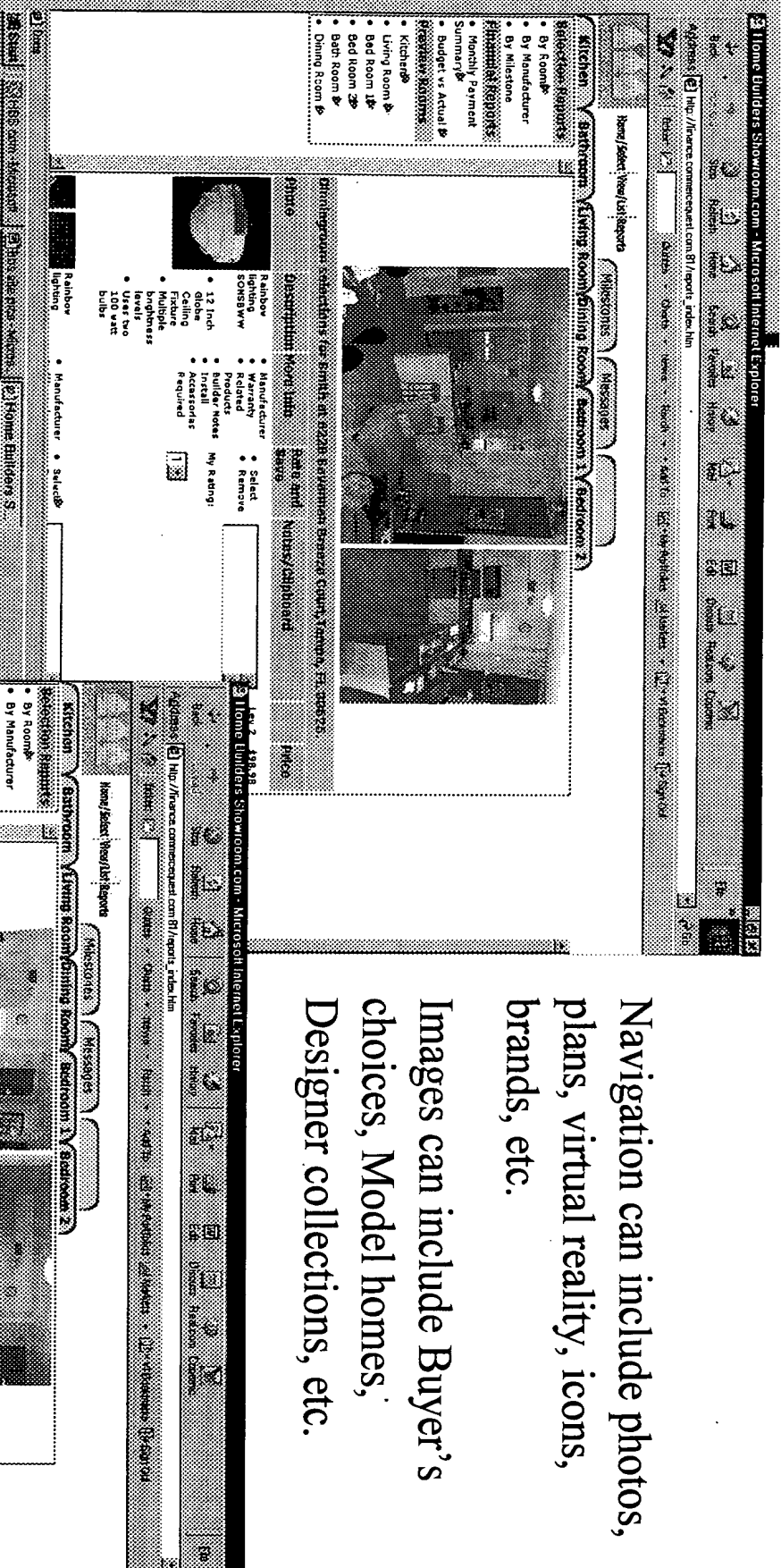
Image Navigation: By Plan, By CAD, By Photo



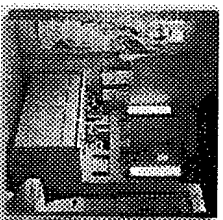
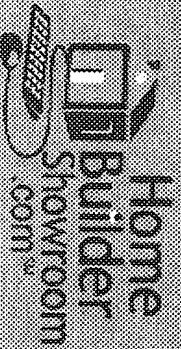
BEST AVAILABLE COPY

Navigation can include photos, plans, virtual reality, icons, brands, etc.

Images can include Buyer's choices, Model homes, Designer collections, etc.



• Search by Image, Tab and Drill - Down Lists. & Designer Packages



BEST AVAILABLE COPY

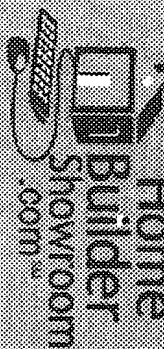
Price / Credit

[illegible]

Key Detail - live links

resources - phased content
for pre-sale under contract
and after-market support

•Product Details ->

[illegible]

BEST AVAILABLE COPY

Selections by Room and Room-list of features

Selection of

<- Required

And then required

<- Accessory Products

Home Builder Showroom.com - Microsoft Internet Explorer

Address: <http://www.construction.com/Bldg/room/index.htm>

Room: **Living Room** | **Dining Room** | **Bedroom 1** | **Bedroom 2**

Messages

Product Selection:

Model: Rainbow Lighting SONS W
Additional Info: Manufacturer: SONS W, Warranty: 3 Year, Related Products: 4 Speed, 3 Colors to choose from

Price: \$149.95
Net Cost: \$139.95

Selection Options:

Option	Price
Choose Style	\$149.95
Choose Color/Finish	\$149.95
Choose No. Blades	\$149.95

Accessories:

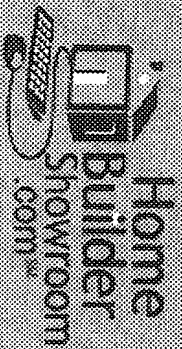
- Easy cleaning fan motor
- No more standing on chairs
- Lightweight and portable
- Keeps your room dust free

Legend:

- Required
- Accessory
- Optional

• Step-by-step or "phased" sales and suggestions

Suggested or other / after-market products ->



Reports list "firm" selections and open items, ratings, notes, timing, photos and features.

Reports include

- by budget,
- by room,
- by trade,
- by contractor, etc.

The screenshot displays the Home Builders Showroom website interface. At the top, there's a navigation bar with links like 'Home', 'About Us', 'Contact Us', 'Privacy Policy', and 'Terms of Service'. Below this, a sidebar on the left contains a 'Home/Select View/List Reports' menu with options for 'Kitchen', 'Bathroom', 'Living Room', 'Dining Room', 'Bedroom 1', and 'Bedroom 2'. The main content area shows a 'Budget Analysis for Smith's New Home at 6228 Savannah Breeze Court, Tampa, FL 33625'. It includes a table with columns for 'Room', 'Total Cost of Budget', 'Under (Over) Budget', and 'All Selections Completed'. The table lists costs for Living Room, Dining Room, Bedroom 1, and Bedroom 2. Below the table, there's a section for 'Room Selection Reports' with options like 'By Room', 'By Manufacturer', 'By Milestone', 'Monthly Payment Summary', 'Budget vs Actual', and 'Preview Rooms'. A 'Financial Report Summary' is also visible, showing a total cost of \$699,85 and an estimated monthly payment of \$2,94. The bottom of the page features a footer with the 'Home Builder Showroom.com' logo and a disclaimer about the information being calculated from user-provided data.

BEST AVAILABLE COPY

[Home/Select View/List Reports](#)

[Kitchen](#)
[Bathroom](#)
[Living Room/Dining Room](#)
[Bedroom 1](#)
[Bedroom 2](#)

[Messages by Room](#)

Room	Unread	Total
Kitchen	0	0
Bathroom	1	1
Bedroom 1	0	0
Bedroom 2	0	0
Living Room	0	0
Dining Room	0	0

•Enter Log Here or..

New Home's Address

Joe and Jane Smith
6228 Savannah Breeze Court
Tampa, FL 33625
Phone: 813 639 6000
Fax: 813 639 6000
Email: bruce@paramount.com

Current Contact Information

Joe and Jane Smith
123 Elm Street #192
Tampa, FL 33625
Phone: 813 639 6000

Topical Trail:
Message, Note & Clip-board....

•Enter Log Here

[Home/Select View/List Reports](#)

[Kitchen](#)
[Bathroom](#)
[Living Room/Dining Room](#)
[Bedroom 1](#)
[Bedroom 2](#)

[Messages by Room](#)

Room	Unread	Total
Kitchen	0	0
Bathroom	1	1
Bedroom 1	0	0
Bedroom 2	0	0
Living Room	0	0
Dining Room	0	0

•Enter Log Here

Standard Ceiling Fan

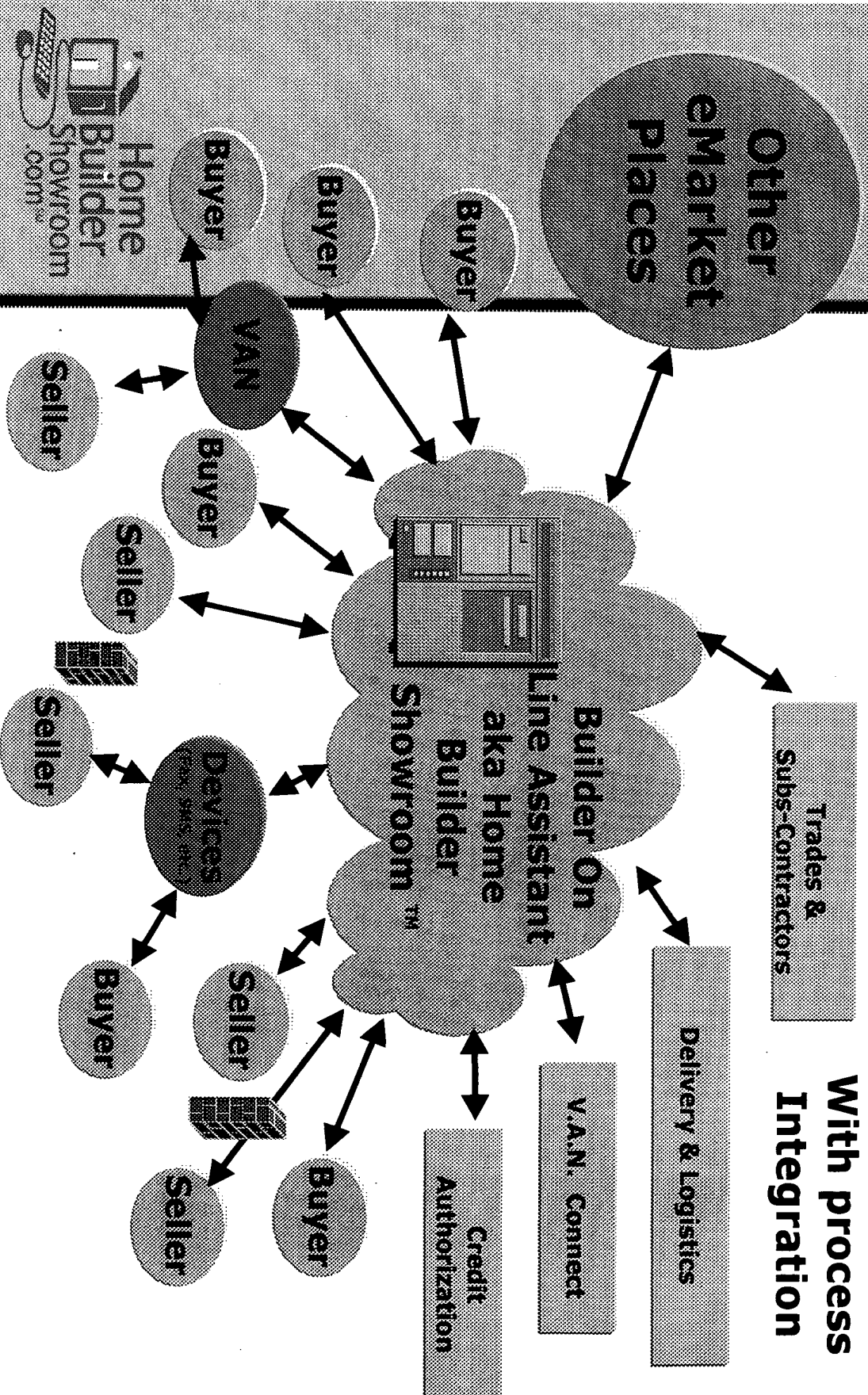
Click here to start a new discussion.

•Enter Log Here

Author	Subject	Date/Time	Replies
Joe	How fast does this fan spin?	Dec 10, 2000 8:30PM	25
Bruce	Re: How fast does this fan spin?	Dec 10, 2000 8:30PM	25
Grandma Betty	Is this fan safe?	Dec 11, 2000 6:31AM	27
Jane	Re: Is this fan safe?	Dec 11, 2000 6:31AM	27

enable Net™ Brings It All Together

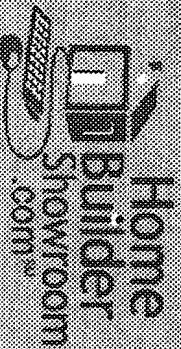
Like a virtual
Job-Site
Or virtual
Office-Park
With process
Integration



BEST AVAILABLE COPY

General Features:

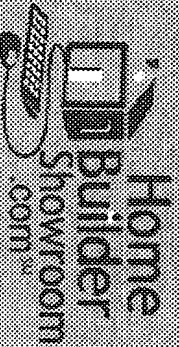
- Buyer-centric design to maximize C-2-B use
- Builder-centric database to maximize info capture
- B-2-B and B-2-M and C-2-M business process integration
- Maximum flexibility for growth in traffic & transactions
- Maximize “*data mining*” obtains the best B-2-C marketing
- Buying “group” power – Designed for discounts
- IBM *WebSphere* Java development environment & Microsoft SQL Server database



BEST AVAILABLE COPY

End User / Buyer Functions:

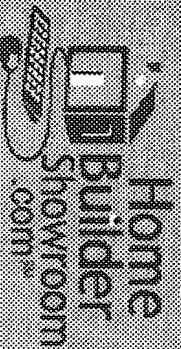
- Buyer Product Selections
- Navigation (by room, style, trade, image, etc.)
- Buyer Account Admin
 - Registration and Profile
 - Login and Access – with guest keys
 - Choices and Selections, wish list, rate & save
 - Personal Portfolio - Clip Board & Scrap Book
- Buyer Selection Reports
- Buyer Financial Reports
- Buyer Discussion Group/Log/Journal



Builder

Selection Functions:

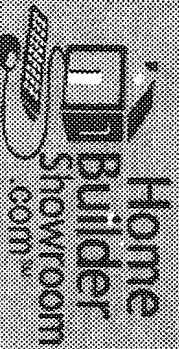
- “Home Page” with info & content
- Deadlines - with calendar & time lines
- Navigation by
 - Thumbnail, icons, photos, top bar tabs
 - Folder “tabs” to select Room, Trade, Etc
 - Choices equal to view chosen. No Dead-ends
 - hyperlinks within page body to product, manufacturer, details, specifications, etc.
- View / Summary by
 - Reports
 - Log, Discussion Group
 - Selections by room, trade, timing, etc.



Product

Selection Features:

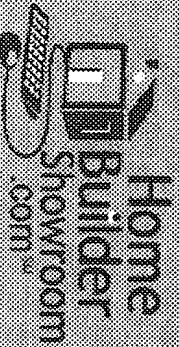
- Product Selection - Short list
 - Selected, vs. need to select vs. optional
 - “My List” - selected but not finalized / rated
 - Selected - locked &/or verified by builder
 - Presentation by milestone date & not if passed
 - Product info updated by builder for price, credit
 - Standard presented first, with accessories
 - Upgrade 1, 2, 3,... followed by accessories
 - Or just accessories & after-market or not



Profile

Features:

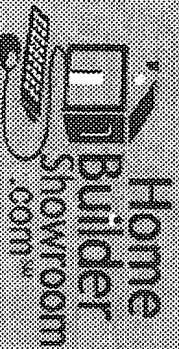
- Buyer Registration & Login
 - C.R.M. information
 - Security for buyers and guests
 - Prospect vs. Under Contract vs. Post-Close
- Builder's product preferences
 - Builder information
 - Product preferences, vendors & local Subs.
 - Project information
 - Model information
 - Unit (lot) information
 - Including milestones & dates for lot
 - Builder's standards & extras by room



Other

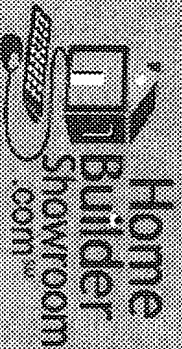
Features & Functions:

- Full audit trail – every view & pause
- e-mail notifications
 - To buyer for C.R.M., milestones, etc.
 - To vendors/subs to pre-warn/bid/etc.
 - To builder for buyer visits or selections
- Calculators and \$/value comparisons
 - Buyer “net” cost / month, week, %, etc.
 - Standard & Builders own credit allowed
 - Min / max margins & special pricing rules
 - Budgets & sub-budgets,
 - Loan pmts, calculations & approvals
 - Best resale products, sales, values, etc.



Other Features (Cont.) :

- Web-enabled, online entry of
 - builder information and product preferences
 - vendor & manufacturer information
- Support “dynamic”, context sensitive ads
- Buyer deposits by credit card
- Post Sales Support –
- “Location sensitive” search & market info
- B-2-B integration with vendors (B-2-V) and manufacturers (B-2-M)
- Match buyer preferences to find builder or focus on that builder’s product match



Big

Picture Features:

- Data Driven – Web Enabled Systems
- Legacy Systems Integration
- Purchase Order Verification with Others, Subs, Etc
- Supply – Side / Job - Site E.S.P. & Pre-P.O.s
- Demand – Side E.S.P. / “Shelf Life” Brand Mgt.
- Pre-Qualifications/Best Buyer Profiler
- Pre-Sale C.R.M. / Directed Marketing
- Custom *HomeHomePage.com*
- type after Market Support

